U.S.ARMY ®

THE OFFICIAL BRANDING
TOOLKITLITE

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« Brand Diagram (Homepage) »

WWW.ARMY.MIL is the Official Homepage of the United States Army. Below illustrates how all of the components of this Branding Toolkit come together to create a cohesive look and feel for the U.S Army's Homepage. Major sections are highlighted in red and are numbered 1 - 7.

« DESIGN TIP »

When hovering over an active link, the text should turn to a specific shade of green: HEX #7B8738.

1. NAVIGATION
Simple drop-down navigation

2. TOP HEADLINES
Key stories of the day

3. ARMY MEDIA PLAYER
U.S. Army video player

4. ARMY IMAGES
User-friendly photo gallery
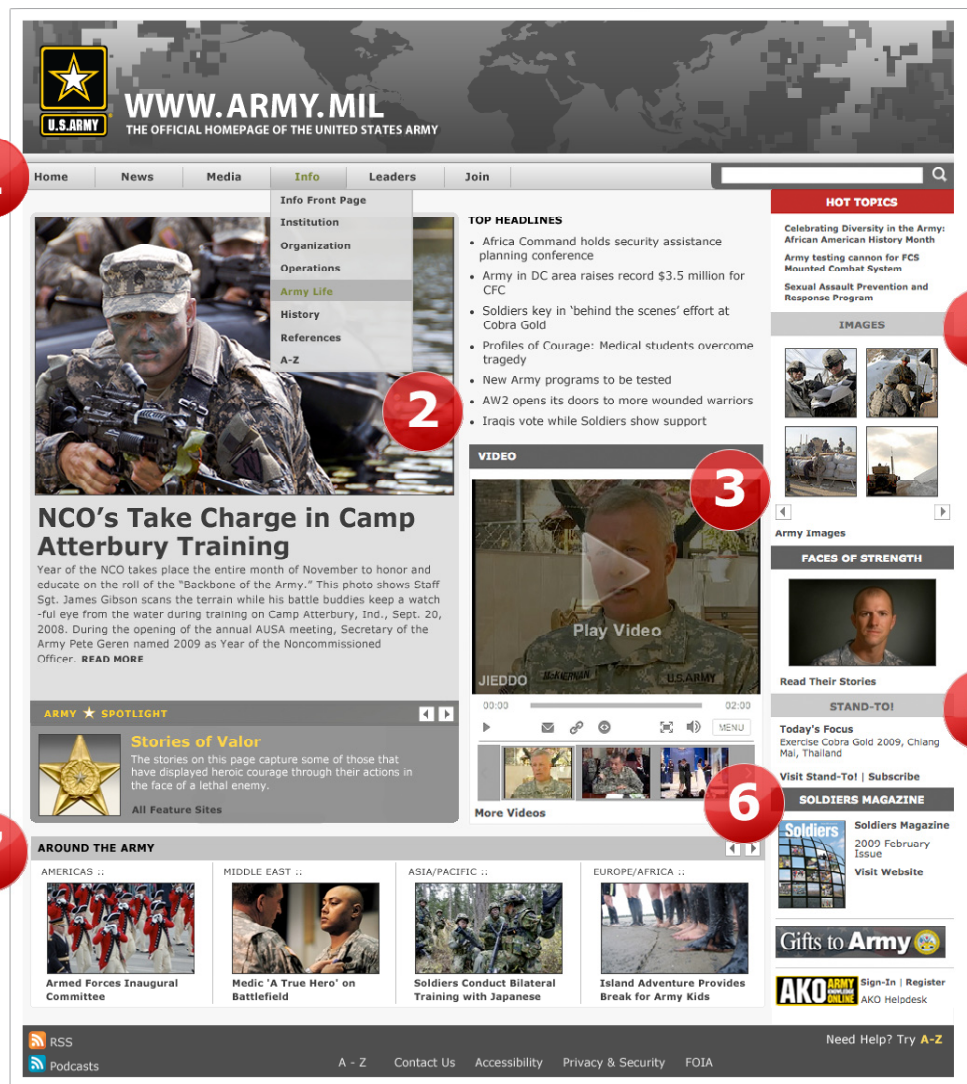
5. STAND-TO!
Daily focus topic in the Army

6. SOLDIERS MAGAZINE
Official magazine of the U.S. Army

7. AROUND THE ARMY
News highlights

« U.S. Army Logo »

The U.S. Army star logo should appear on the front and back of all collateral materials and in a prominent place on every page of an Army website. ARMY. MIL has defined the top left corner as the standard location when using the new banner.

« DESIGN TIP »

The U.S. Army star logo with the black registered trademark is to be used on light backgrounds and the yellow registered trademark is to be used on dark backgrounds.
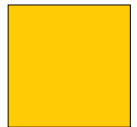
STYLES & USAGE:

** do not alter the logo in any way

RIGHT WAY:

WRONG WAY:

COLORS:

Process CMYK
c 0 m 0 y 0 k 100
RGB
r 0 g 0 b 0
Hexachrome
#000000
Pantone
Black

Process CMYK
c 0 m 20 y 100 k 0
RGB
r 255 g 204 b 0
Hexachrome
#FFCB05
Pantone
123 C

Process CMYK
c 0 m 0 y 0 k 0
RGB
r 241 g 241 b 241
Hexachrome
#FFFFFF
Pantone
White

Process CMYK
c 68 m 61 y 60 k 49
RGB
r 62 g 62 b 62
Hexachrome
#3D3D3D
Pantone
Cool Gray 10 C

« ARMY.MIL Logo »

The ARMY.MIL URL logo should appear in a prominent place. The mark should always use the same tracking, and vertical/horizontal scale. Two colors are acceptable when using this logo mark with collateral. See below for further explanation.

« DESIGN TIP »

Always adjust kerning so there is equal space on left and right of the dot in WWW. ARMY.MIL.

WEB USAGE:

WWW.ARMY.MIL
— 36pt

Font: Myriad
Style: ALL CAPS
Weight: **bold**
Colors: #000000
#FFFFFF

Tracking = 10px
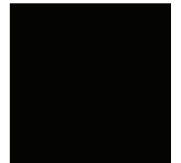
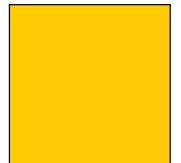**THE OFFICIAL HOMEPAGE OF THE UNITED STATES ARMY** — 13pt

Tracking = 15px

WWW.ARMY.MIL
THE OFFICIAL HOMEPAGE OF THE UNITED STATES ARMY

PRINT USAGE:

WWW.ARMY.MIL — 17pt

Tracking = 10px

Font: Myriad
Style: ALL CAPS
Weight: **bold**
Colors: #000000 | #FFFFFF

RIGHT WAY:

WWW.ARMY.MIL
THE OFFICIAL HOMEPAGE OF THE UNITED STATES ARMY

WRONG WAY:

COLORS:

Process CMYK
c 0 m 0 y 0 k 100
RGB
r 0 g 0 b 0
Hexachrome
#000000
Pantone
Black

Process CMYK
c 0 m 20 y 100 k 0
RGB
r 255 g 203 b 5
Hexachrome
#FFCB05
Pantone
123 C

Process CMYK
c 0 m 0 y 0 k 0
RGB
r 255 g 255 b 255
Hexachrome
#FFFFFF
Pantone
White

« ARMY.MIL Banner »

The ARMY.MIL banner should appear at the top of all website pages, before the content. The banner is not editable, unless it is a part of the template for an Organization Page (see TOOLKIT PRO). All U.S. Army Logos must link back to WWW.ARMY.MIL.

« DESIGN TIP »

The white border surrounding the ARMY.MIL banner and content area is 14px wide.

GENERAL USAGE:

142px

997px
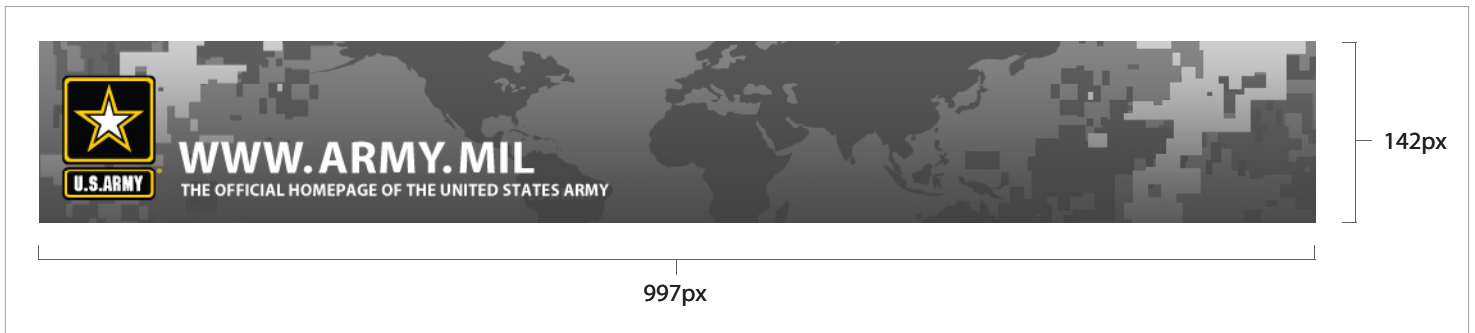
WRONG WAY:

WRONG WAY:

** See TOOLKIT PRO for Organization Pages banner

« Colors »

General colors are used heavily throughout the entire website, including logos, headers, and body text. The background colors used throughout the site are all within the gray color palatte. Look below for more details about the colors used on ARMY.MIL.
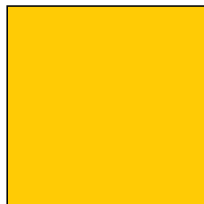
« DESIGN TIP »

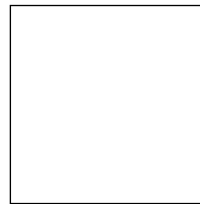All article headers and copy text on ARMY.MIL are a specific shade of gray: HEX #3D3D3D.

GENERAL COLORS:

Process CMYK
c 0 m 0 y 0 k 100
RGB
r 0 g 0 b 0
Hexachrome
#000000
Pantone
Black

Process CMYK
c 0 m 20 y 100 k 0
RGB
r 255 g 203 b 5
Hexachrome
#FFCB05
Pantone
123 C

Process CMYK
c 0 m 0 y 0 k 0
RGB
r 255 g 255 b 255
Hexachrome
#FFFFFF
Pantone
White

Process CMYK
c 68 m 61 y 60 k 49
RGB
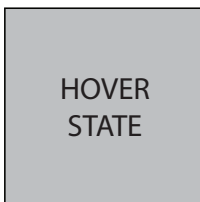r 62 g 62 b 62
Hexachrome
#3D3D3D
Pantone
Cool Gray 10 C

WEB BACKGROUND COLORS:

CONTENT AREA
Hexachrome
#F7F7F7

LEFT NAV AREA
Hexachrome
#C2C2C2

HOVER STATE
Hexachrome
#B4B4B4

LEFT NAV ACTIVE
Hexachrome
#4E4E4E
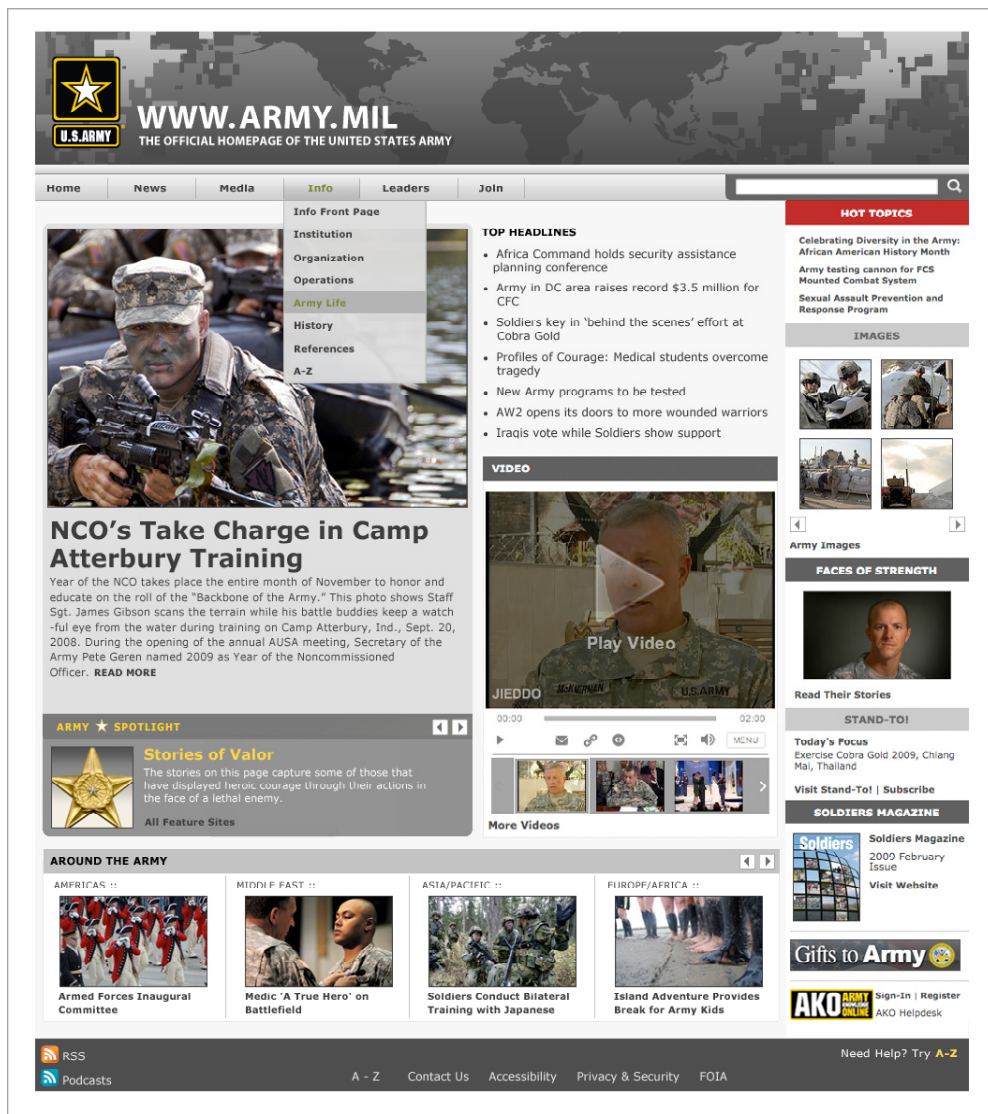
** see TOOLKIT PRO for Organization Pages colors

« Typography »

Continuity in typography is used to keep a visual consistency within the brand. Below are the standard fonts and sizes for the Homepage.

« DESIGN TIP »

All content text on ARMY.MIL is in the Verdana typeface and in HEX #3D3D3D, unless otherwise noted.

HOMEPAGE FONT:

NAVIGATION = 11px
Weight: **bold**

TOP HEADLINES (ALL-CAPS) = 11px
Weight: **bold** Color: #000000

TOP HEADLINES COPY = 12px
Weight: nomal

LEAD HEADLINE = 25px
Weight: **bold**

LEAD HEADLINE COPY = 11px
Weight: nomal

SPOTLIGHT SUBHEAD (ALL-CAPS) = 10px
Weight: **bold** Color: #FFD54A

SPOTLIGHT HEADLINE = 15px
Weight: **bold** Color: #FFD54A

SPOTLIGHT COPY = 11px
Weight: normal

** see page 6 for banner font

** Hot Topics, Faces of Strength, and Soldiers Magazine are in HEX #FFFFFF, **bold**, ALL-CAPS

** Around The Army is in HEX #000000, **bold**, ALL-CAPS

≪ **Images** ≫

Images on ARMY.MIL are generated into five standard sizes, which are used throughout the site in various locations. Below are the image sizes and the location in which they belong.

≪ **DESIGN TIP** ≫

Each image should be outlined with a 1px solid border in the HEX #3D3D3D gray color.

SIZES & PLACEMENT:

1 — **News Article Page** (640px in width)

2 — **Top Story on Homepage** (446 x 300px)

3 — **Front Page Feature Story** (342 x 228px)

4 — **Army Images** (150 x 100px)

5 — **Thumbnail** (100px in width)

** not actual size of images

ORGANIZATION PAGES

WWW.ARMY.MIL

THE OFFICIAL HOMEPAGE OF THE UNITED STATES ARMY

Version 1.0

« Brand Diagram (Organization Pages) »

This condensed Organization Page is available to organizations who wish to have a presence on ARMY.MIL. The page is in a 3-column layout and can be customized to include a short bio, top stories, videos of interest, and related links. In addition, the left-hand navigation can be used to add subpages.

« DESIGN TIP »

Be selective when choosing content for your page. If you can, try to balance the spread with video, images, and stories.

1. BANNER
Altered banner to accomodate organization name on left and logo on right
*see TOOLKIT PRO for details

2. NAVIGATION
Left-hand navigation can be customized to allow for any number of subpages

3. TOP STORIES
This section will load top news related to the organization

4. ADDITIONAL STORIES
Overflow area for more stories without images